

# MIAMI BEACH

## COMMISSION MEMORANDUM

TO: Honorable Mayor and Members of the City Commission  
FROM: Commissioner Ricky Arriola  
DATE: September 16, 2020

SUBJECT: REFERRAL TO THE FINANCE AND ECONOMIC RESILIENCY COMMITTEE TO DISCUSS A PROPOSAL TO DEPLOY DIGITAL KIOSKS.

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### **ANALYSIS**

IKE Smart City has submitted a proposal to the City requesting that it consider the deployment of digital interactive kiosks. I am attaching the proposal to this memo for the Finance and Economic Resiliency Committee to deliberate on.

### **Applicable Area**

Citywide

**Is this a "Residents Right to Know" item, pursuant to City Code Section 2-14?**

Yes, No

**Does this item utilize G.O. Bond Funds?**

No

### **Legislative Tracking**

Commissioner Ricky Arriola

### **ATTACHMENTS:**

#### **Description**

- ▣ IKE Proposal
- ▣ IKE Overview

Mayor and City Commissioners  
City of Miami Beach  
1700 Convention Center Drive  
Miami Beach, FL 33139

Dear Mayor and City Commissioners:

We are writing to respectfully request that the City consider the deployment of IKE kiosks throughout its public rights-of-way. By way of background, in 2017, IKE received the City Manager's recommendation for award in connection with a procurement for Interactive Digital Media Kiosks. However, at that time, the Commission decided not to proceed to see how kiosk technology evolved. Since then, IKE has installed several interactive kiosks in Coral Gables, and was recently awarded the right to install over 100 kiosks throughout Miami. IKE is also live in 7 additional cities, including Baltimore, Cleveland, Columbus, San Antonio, Denver, St. Louis, and Tempe, and is in various stages of deployment in approximately 11 more cities.

We believe now is a good time for Miami Beach to launch a cohesive wayfinding kiosk network connecting the Miami Beach area, and to use IKE as an effective tool during the COVID-19 crisis to disseminate critical emergency information and promote local small businesses. Importantly, if permitted to install at least 30 kiosks, we will make an upfront pre-payment to the City of \$1,000,000, which we will recover from future advertising revenues. In summary, we propose the following:

- We will manufacture, install, operate and maintain at least 30 kiosks at no cost to the City;
- Within 45 days of contract execution and entitlement, we will make an upfront nonrefundable pre-payment of \$1,000,000, which we will recover from future advertising revenue; and,
- After kiosks are installed, IKE will share 40% of net revenues with the City. Under the proposed contract, the City is projected to receive between \$1,500,000 and \$2,000,000 annually, and between \$30,000,000 and \$40,000,000 across 30 kiosks over the 20-year term.

To learn more about IKE, please see the enclosed overview deck or visit: [www.ikesmartcity.com](http://www.ikesmartcity.com). We appreciate your consideration of this matter. Thank you.

*Jibrán Shermohammed*  
Jibrán Shermohammed,  
VP, Development  
IKE Smart City, LLC



**ike** SMART CITY

Connecting cities with people.

# Meet IKE

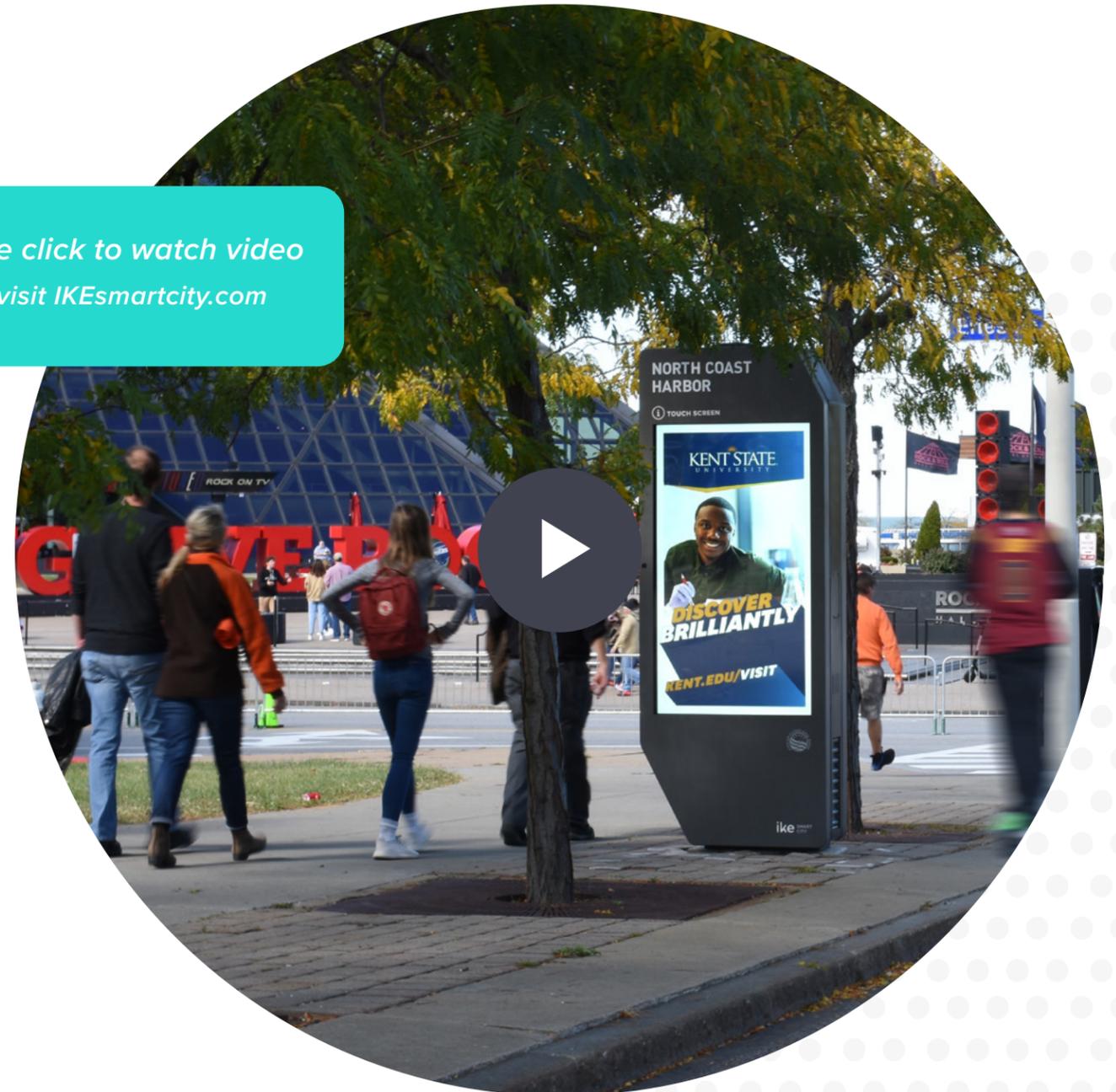
## THE INTERACTIVE SMART CITY KIOSK



IKE is a breakthrough citizen engagement platform that helps cities, BIDs and DMOs communicate with the public, encourage a pedestrian-oriented environment, and tell the story of their city. Through our ever-expanding series of applications, IKE:

- Drives discovery
- Enables navigation
- Delivers social equity
- Encourages economic development
- Enhances public safety
- Generates revenue

*Please click to watch video*  
▶ *or visit [IKEsmartcity.com](https://www.ikesmartcity.com)*



# The Smart City Hub

The IKE platform delivers valuable services and reinforces a city's brand as a progressive innovator by building upon three fundamental pillars of a successful, pedestrian-oriented smart city initiative.



## DISCOVERY

IKE drives the discovery of local businesses through free listings of restaurants, shops, activities, services and resources. Listings are detailed, geo-located, and updated in real-time.



## MOBILITY

IKE provides navigation through integrated multi-modal wayfinding, encouraging the use of public transportation. The system displays real-time transit information, route schedules, mapping, and directions for bus, rail, streetcar, and bike/car-sharing services.



## EQUITY

IKE improves access to information for all residents in need. From area shelters to support for addiction recovery, food assistance, and other social services.

# Innovating in Smart Cities Nationwide

IKE kiosks are currently live in Baltimore, Cleveland, Columbus, Coral Gables, Denver, San Antonio, St. Louis, and Tempe. Additional kiosks are in various stages of deployment in 11 cities across the United States.



## AWARDED

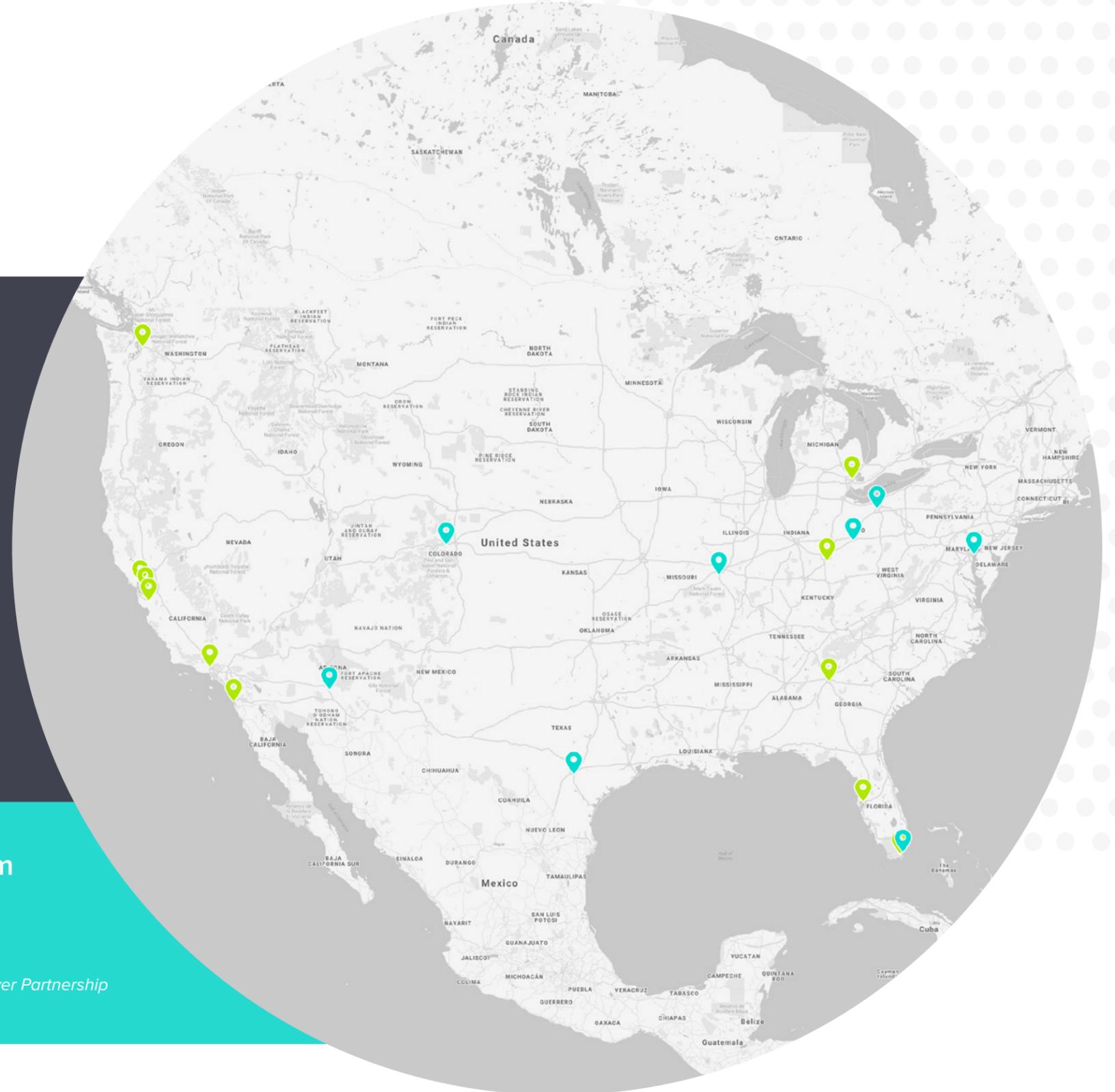
- Atlanta, GA
- Berkeley, CA
- Cincinnati, OH
- Detroit, MI
- Los Angeles, CA
- Miami, FL
- Oakland, CA
- San Diego, CA
- San Jose, CA
- Seattle, WA
- Tampa, FL

## LIVE

- Baltimore, MD
- Cleveland, OH
- Columbus, OH
- Coral Gables, FL
- Denver, CO
- San Antonio, TX
- St. Louis, MO
- Tempe, AZ

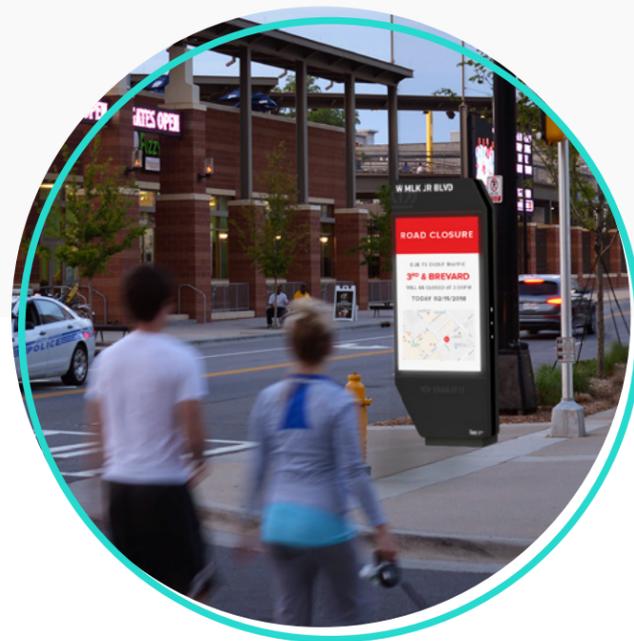
“There's no better platform on the market than IKE.”

– TAMI DOOR,  
Chief Executive Officer / Downtown Denver Partnership



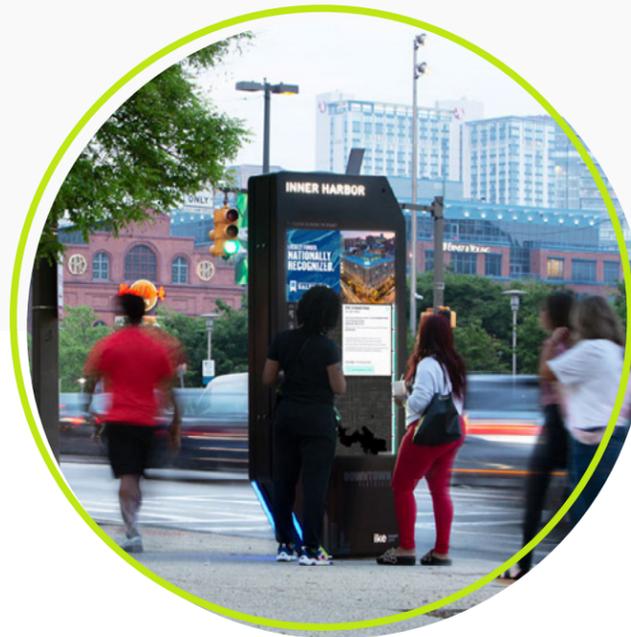
# Platform

IKE's technology delivers intuitive usability for citizens while focusing on platform objectives that maximize the ability to provide information and services for the community.



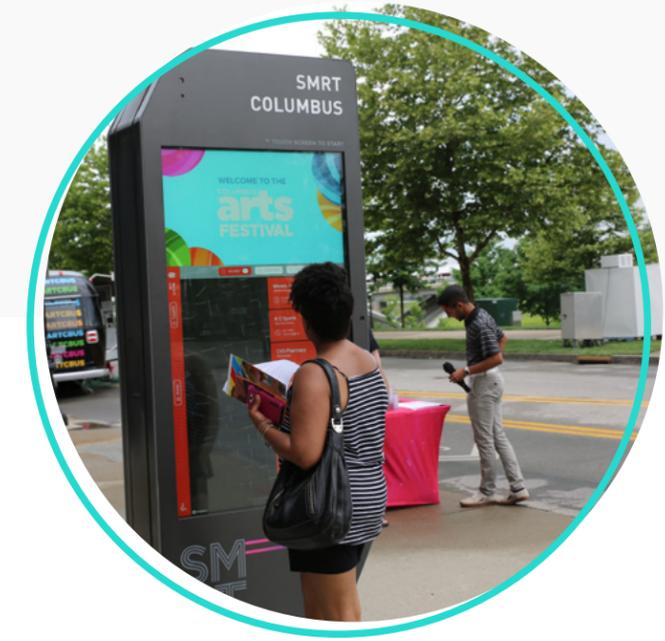
## FLEXIBLE SOFTWARE

Our software adapts based on the overall needs of our partners or new technologies, and the platform is built with flexibility in mind. This flexibility includes IKE's infrastructure, scalable back-end systems, beautifully-designed user interfaces, and integration with third-party services and data.



## SEAMLESS INTEGRATION

IKE displays the most up-to-date information by building our software on an open data platform that integrates with city data sources and other third-party providers. IKE's standard integrations include comprehensive, geo-filtered descriptions for points-of-interest, while additional integrations drive transit information, and merge city data into the platform.



## CONTINUOUS EVOLUTION

We constantly invest in the platform with continuous innovations that add new features and optimizations to the system based on user data, the needs of our partners, and emerging technologies. Our world-class, in-house Software Engineering team focuses on delivering the next best solution to enhance the way that IKE adds value to our partners and the community.

## Hardware

We invest heavily in the quality of our proprietary design and hardware and deliver a superior product that sets us apart from the competition. IKE is UL certified and guarantees adherence to our partners' requirements and vision.



## Digital Ticker

IKE's digital ticker provides additional wayfinding with a design aesthetic that reflects traditional public transit cues. The LED strip is located at the top of the kiosk to maximize visibility for pedestrians and vehicular traffic. With different options for content, the ticker can be remotely programmed to scroll or display customized information, including:

- Street names or landmark identifiers
- Transit information like real-time bus schedules
- PSAs or alerts from the City
- News headlines or important updates

This space is dedicated to community-related content and advertisers cannot pay to be in the ticker.



# Customization

IKE reserves real estate for clients to brand the kiosk both on and off screen. The most effective kiosks balance a clean and appealing aesthetic with an inviting and engaging user experience.

- **BRANDING**

Client's choice of logo or text branding will be applied to the upper corner of both faces of the kiosk. Custom ad panels can be created to welcome residents and visitors to the area, with unique executions by neighborhood.

- **KINETIC LIGHTING**

Clients can choose from a palette of base light colors to complement their brand and city aesthetics. Colors can be changed to celebrate holidays, events, and more (i.e. pink for Breast Cancer Awareness Month, orange for Halloween).

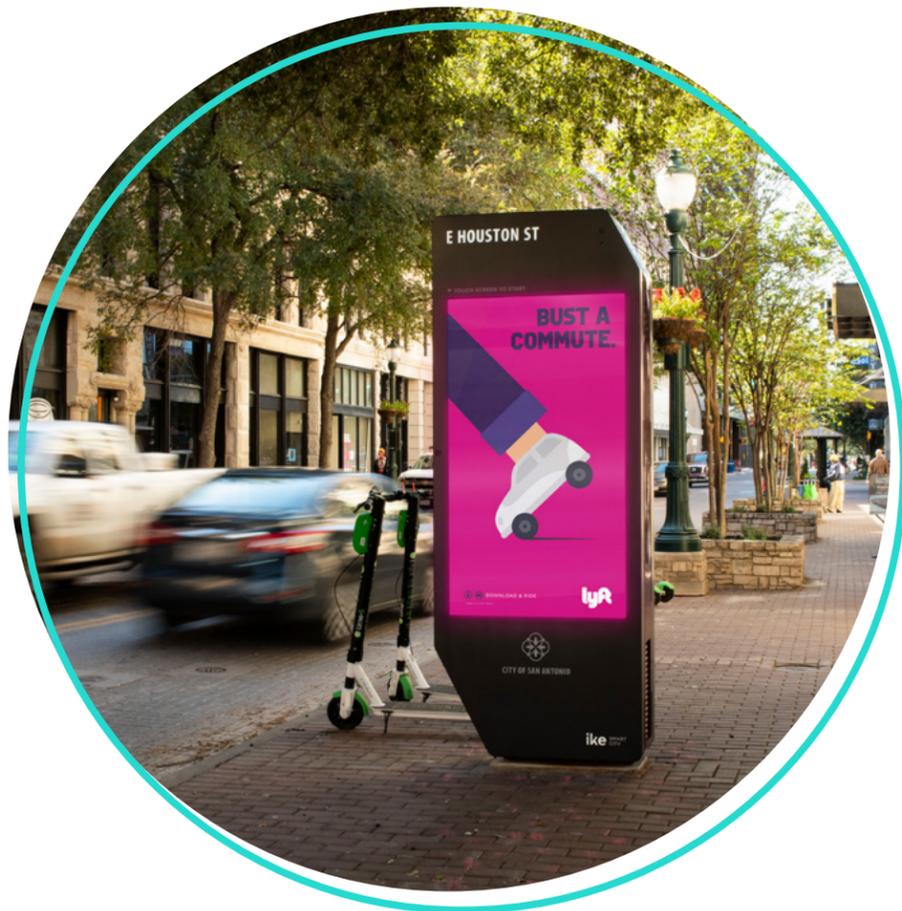
- **CONTENT**

A customizable geofence ensures that content is specific to the areas around each kiosk location.



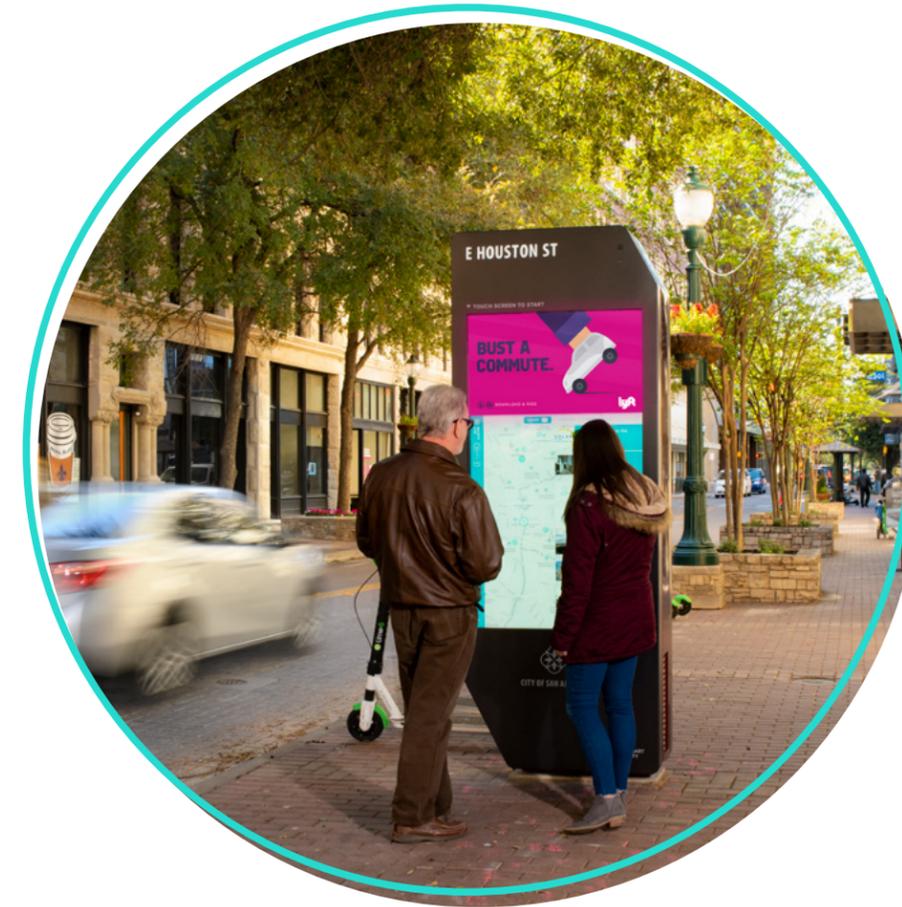
## Modes of Operation

IKE has two modes of operation, allowing for an engaging mix of both interactive and commercial content.



### PASSIVE MODE

This is the default mode of operation when a pedestrian has not engaged with IKE's interactive features. The entire screen is occupied by a 9:16 portrait layout showing an ad loop of city, community, arts, and commercial messaging.



### ENGAGED MODE

Once a pedestrian touches IKE's screen, the interactive user experience is launched. In Engaged Mode, the application dashboard displays on the bottom two-thirds of the screen, and the ad loop is resized to a 16:9 landscape layout at the top of the screen.

# Suite of Applications



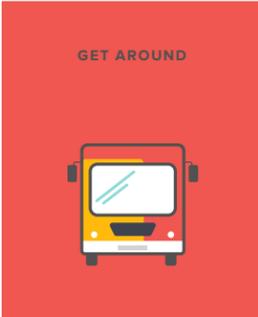
**EAT & DRINK**  
 Drives traffic to area businesses with free listings of restaurants, cafés, and other dining establishments



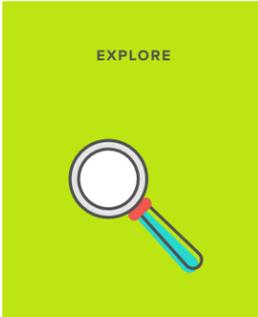
**EVENTS**  
 Highlights city happenings and opportunities for residents and visitors to participate in local events



**PHOTO BOOTH**  
 Allows pedestrians to take a selfie against an iconic City backdrop and enables photo sharing on social media



**GET AROUND**  
 Provides multi-modal wayfinding, and real-time information for public transit including rail, bus, streetcar, bike, and car share services



**EXPLORE**  
 Allows a user to search the IKE system using keywords and delivers back all relevant results



**JOB BOARD**  
 Provides communities with easy access to area job listings and employment opportunities



**PARKS & OUTDOOR**  
 Helps people discover the best parks, gardens and outdoor sporting venues across the city



**SOCIAL SERVICES**  
 Supports underserved areas with listings of valuable resources such as addiction and recovery centers, food banks, and family services



**ARTS & CULTURE**  
 Shares all the museums, theaters, galleries, and music the city has to offer



**ACTIVITIES**  
 Creates a vibrant and energetic city with detailed listings of attractions, points of interest, and things to do



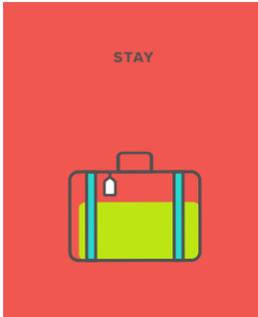
**SAFE SHELTER**  
 Provides those in need with locations of homeless shelters and services



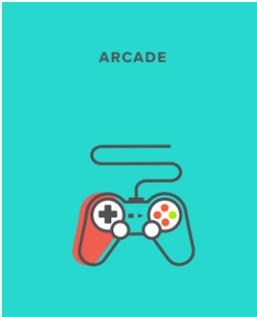
**CIVIC RESOURCES**  
 Makes it easy to get important things done with detailed listings of city, state and federal buildings and services



**SURVEY SAYS**  
 Allows the public to share opinions by responding to questions issued by the city to gain citizen input on initiatives and issues



**STAY**  
 Makes it easy to visit by providing detailed listings of hotels, motels, and other lodging establishments



**ARCADE**  
 Entertains and engages pedestrians with a fun and easy to use video game

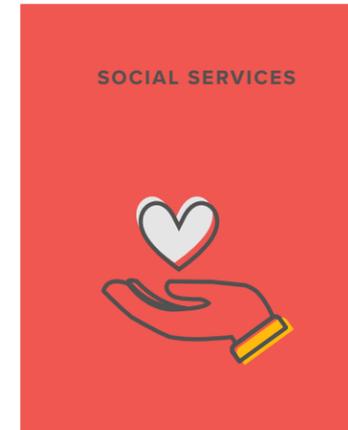


**SHOP**  
 Encourages a thriving economy with listings of area shops, and retail centers at no cost to local businesses

# Building Social Equity

## VALUABLE RESOURCES

Recognizing the need for cities to provide services to underserved populations, our team has developed propriety IKE applications and features to support that objective. From food support, job opportunities and addiction assistance, to listings of safe shelters, IKE provides resources to those without access to technology and acts as a free Wi-Fi hub creating increased connectivity for all citizens.



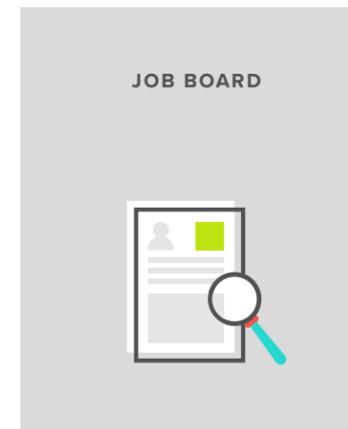
### SOCIAL SERVICES

Food Support, Family Services, Addiction & Recovery, Charities & Giving, Mental Health



### SAFE SHELTER

Safe Shelter Type & Locations



### JOB BOARD

Local Job Listings & Employment Opportunities



### CIVIC RESOURCES

Law Enforcement, Financial Aid, Municipal Services

# A Commitment to Accessibility

## LANGUAGES

IKE is multi-lingual in up to 100 languages and provides the highest quality translations. Rather than relying on a free machine-translation tool like Google Translate which has limitations when it comes to grammatical accuracy and cultural nuance, IKE Smart City uses a human interpreter to review our content, ensuring translations are correct and contextual, and avoiding any cultural misinterpretations. Content can be translated by a simple touch along the left navigation bar of the home screen.

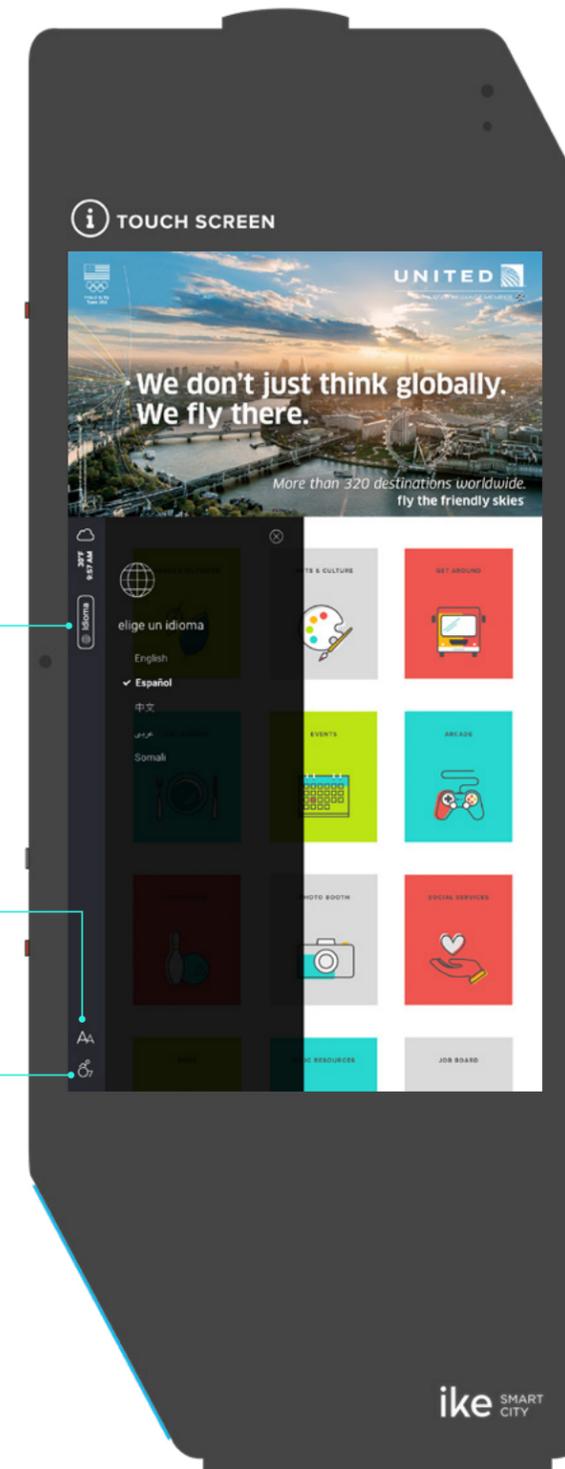
## ADA

IKE is 100% ADA compliant and has been reviewed by an accessibility specialist to ensure IKE meets federally mandated requirements. We are continuously evolving the platform to incorporate additional accessibility features based on ADA recommendations.

Opens drawer for language selection

Enlarges text for the visually impaired

Adjusts content for wheelchair accessibility



## Features & Benefits



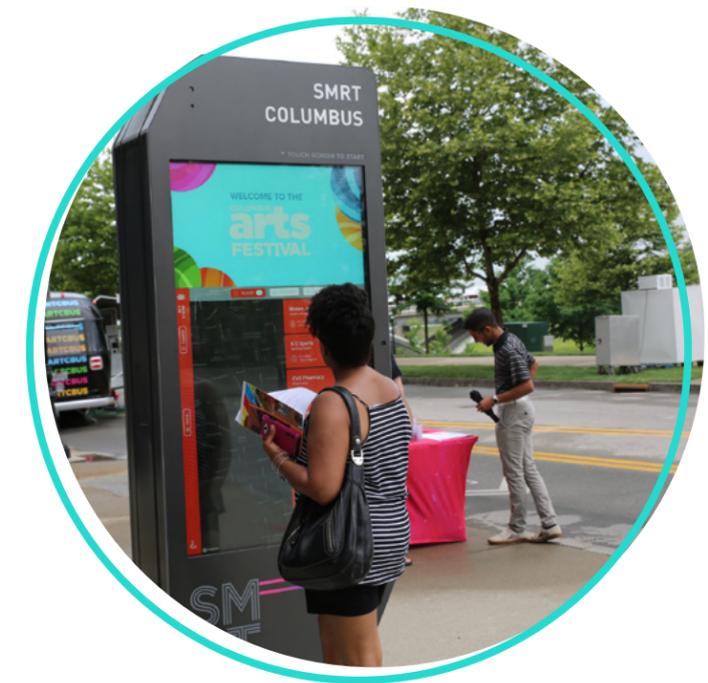
### DELIVERS ESSENTIAL & EMERGENCY COMMUNICATIONS

Broadcasts emergency messages, critical updates, Amber Alerts, weather notifications, PSAs, road closures, and maintenance details, while also including a “push-to-call” button to reach emergency services



### PROVIDES CITY & COMMUNITY CONTENT

Offers a new, no-cost, option for cities, BIDs, and DMOs to display promotional content using IKE’s Ad panels and Posters application with inclusion of PSAs, art, non-profits, and community content in the Ad loop up to 25% the time



### DEVELOPS THE LOCAL ECONOMY

Drives traffic to local establishments at no cost to business owners through detailed directory listings and offers local businesses advertising opportunities with a reduced advertising rate of 50% compared to the national average

## Features & Benefits

*Continued*



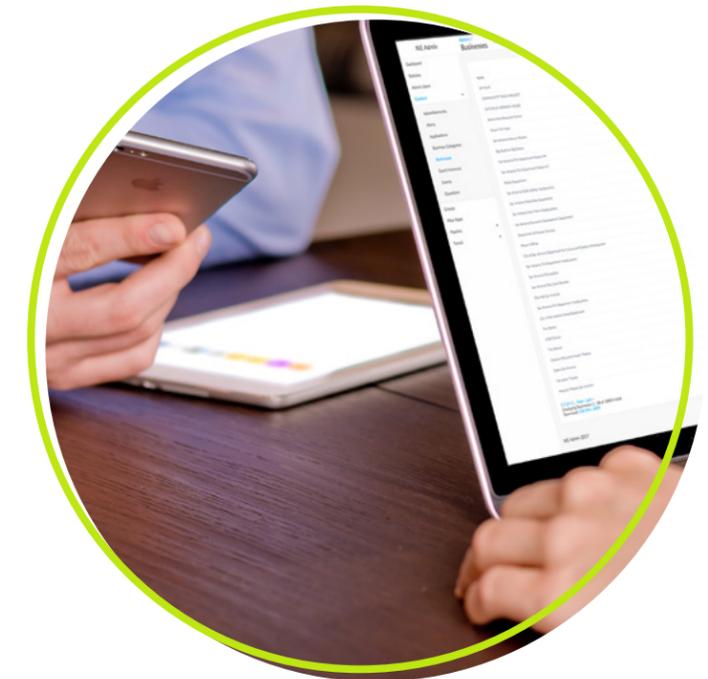
### **INTEGRATES WITH CITY SYSTEMS & APIS**

Updates kiosk information automatically through integrations with city systems, third-party APIs, and external URLs while also using an intuitive Content Management System for additional system changes



### **COMPLIMENTS SMARTPHONE FUNCTIONALITY**

Utilizes SMS and QR Codes to easily handoff information from IKE to smartphones for easy access to business details, events, addresses, maps, and directions



### **CAPTURES INFORMATION & DATA**

Gathers valuable information through multiple points including the Survey Says application for public polling, Wi-Fi MAC (Media Access Control) addresses for pedestrian counts, touch sensors for kiosk engagement, and an Air Quality Monitor to analyze common outdoor air pollutants

## Ongoing Innovation

IKE Smart City is equipped with a robust in-house team of engineers, and the capital needed to continuously evolve the platform.



### INNOVATIVE SOFTWARE

Our software engineers and developers follow a fluid technology roadmap and push out frequent updates to keep the IKE system and experience fresh.



### CROSS-PLATFORM

All new technologies, features and applications that are developed for one city are deployed across the platform.



### PROGRESSIVE TECHNOLOGY

IKE's hardware has been designed with Universal Rack Space ("RU1") to house Internet of Things ("IoT") sensors and antennae, and to allow for the incorporation of future technologies.



# Thank you

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